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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by **EXPRESS MAIL** to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (571)273-8300.

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4/3/06

By:

Patti Hespell  
Patti Hespell

**Express Mail No. EQ411795055US**

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 4893 : Group Art Unit: 2617  
Appln. No.: 09/857,256 : Examiner: Shang, Annan Q.  
Filing Date: 01 June 2001 : Att'y. Docket No.: T702-15  
Title: Subscriber Characterization and Advertisement Monitoring System

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

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Application No. 09/857,256

- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

- ☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:
- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

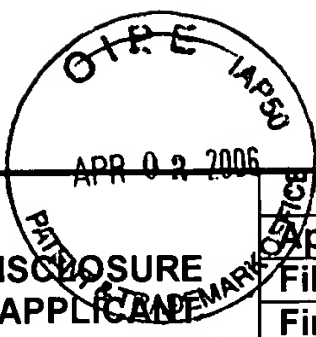
Respectfully submitted,

Date:

4/3/06

Andrew W. Spicer  
Andrew W. Spicer  
Reg. No. 57,420  
Technology, Patents and Licensing, Inc.  
2003 South Easton Road, Suite 208  
Doylestown, PA 18901  
(267) 880-1720

Customer Number: **27832**



Form PTO/SB/08A

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

**Complete if Known**

Sheet	1	of	2	<b>Application Number</b>	09/857,256
				<b>Filing Date</b>	01 June 2001
				<b>First Named Inventor</b>	Charles A. Eldering
				<b>Group Art Unit</b>	2617
				<b>Examiner Name</b>	Shang, Annan Q.
				<b>Attorney Docket Number</b>	T702-15

**U.S. PATENT DOCUMENTS**

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
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	US4754410		Leech; William J.	06-1988
	US5099319		Esch; Arthur G.	03-1992
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**FOREIGN PATENT DOCUMENTS**

Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T <sub>1</sub>
	Country Code	Number	Kind Code (if known)			
	WO	98721713A3		LEVILLE	11-1998	

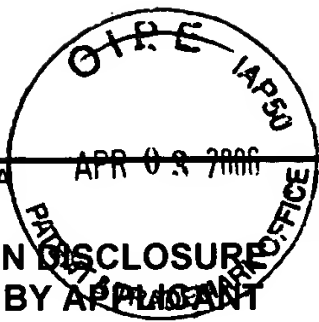
**OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS**

Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T <sub>1</sub>
	Broadvision, "The Power of Personalization", 3 pgs.	
	RASKUTTI, BHAVANI, "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5 <sup>th</sup> International Conference on User Modeling, Kailuna-Kona, HI, USA, Pgs 2-5, (January 1996), 3 pgs.	
	Engage Technologies, "About Engage Technologies", (Copyright 1997), 13 pgs.	
	Firefly Corporation, "Firefly Passport Office", (Copyright 1997), 8 pgs.	
	GALLAGHER, K., "A framework for targeting banner advertising on the Internet", System Sciences 1997, Proceedings of the Thirtieth Hawaii International Conference, Vol. 4, Pgs. 265-275, (January 7-10, 1997), 12 pgs.	
	Media Metrix, "Frequently Asked Questions", 2 pgs.	
	Net Perceptions, "Adding Value in the Digital Age", 11 pgs.	
	Open Sesame, "Learn Sesame", (copyright 1998) 3 pgs.	
	Aptex Software, "SelectCast for Ad Servers", 4 pgs.	
	Aptex Software, "SelectCast for Commerce Servers", 2 pgs.	

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Examiner Signature		Date Considered	
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T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.



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STATEMENT BY APPLICANT**

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First Named Inventor	Charles A. Eldering
Group Art Unit	2617
Examiner Name	Shang, Annan Q.
Attorney Docket Number	T702-15

Sheet 2 of 2

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Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
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	US5974399		Giulian;, John A.	10-1999
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	09/807,887		Eldering, Charles	04-19-2001 (Filing Date)
	09/857,160		Eldering, Charles A.	(07-01-2001 Filing Date)

**FOREIGN PATENT DOCUMENTS**

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	Country Code	Number	Kind Code (if known)			

**OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS**

Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T <sub>1</sub>

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Examiner  
SignatureDate  
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